# FCC Panelist Communications 2012
## Prepared by SamKows

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# Contents

# 1    Speed test email

The following email is typically the first communication a volunteer receives after signing up. The volunteer is requested to run a speed test and supply additional information.

> Subject: SamKnows & the FCC - Next steps
>
> Dear {FIRST_NAME}
>
> We're pleased to say that the details you originally supplied match the type of broadband connection we're looking to measure. We need to ask you for more information to be certain, and to do this we've built a speed-test and accompanying form, which can be found by clicking here.
>
> If you could run the speed test and complete the additional information, we'll then be able to ensure that we get a representative sample of broadband connections.
>
> If successful, you will receive a SamKnows enabled Whitebox, we'll also give you access to the SamKnows reporting system so you can see your own data and we'll send you a monthly report card detailing your ISP's performance.
>
> To check whether your broadband connection is what we're looking for please complete the details here. Thank you again for participating in this landmark project to measure the performance of American broadband. We look forward to working with you!
>
> If you no longer wish to receive any emails regarding this trial, please use the unsubscribe link in the footer of the email.
>
> Kind regards,
>
> SamKnows

## 2 Terms and conditions email

After having run a speed test and provided additional information, SamKnows confirms to the volunteer that they are eligible to partiipate in the study, and directs the volunteer to the terms and conditions. In order to become a panelist, a volunteer must agree to the terms and conditions.

Subject: Welcome to the SamKnows Broadband Community!

Dear {FIRST_NAME}

Thank you for volunteering to participate in the SamKnows Broadband Performance Measurement Study, in association with the FCC.

We now have all your relevant ISP details and you're just the kind of person we're looking for. So welcome to the SamKnows Broadband Community!

If you would like to confirm your participation in the study, please read and agree to the study's Terms & Conditions.

We've said it before, and we really do mean it – thank you for your support. Through your participation in this study, you can play a part in changing the face of American broadband.

If you have any questions or concerns, please don't hesitate to contact us at community@SamKnows.com.

Kind regards,

SamKnows

## 3   Email to confirm unit is switched on

The following email is sent to a panelist to confirm that their Whitebox has been switched on and is successfully reporting. It also provides the panelist with login details to review the data being collected fromt their unit.

Subject: Your Whitebox is now connected!

Dear {FIRSTNAME},

Thank you for volunteering to participate in the SamKnows Broadband Performance Measurement Study, in association with the FCC.

We can confirm that your Whitebox has now been successfully connected and is running performance tests. You can login to the online reporting system to view your test results using the details below. Please note that there is a delay of a couple of hours before results are visible on the website.

Link: http://reporting.samknows.com/

Username: email@emailaddress.com

Password: **********

If you have any questions or issues please do not hesitate to contact us at community@SamKnows.com.

Kind regards,

## 4    Email if unit is not connected

The following email is sent to panelists who have been dispatched a Whitebox but have yet to connect it. This communication is intended to encourage the panelist to connect the Whitebox, and contact SamKnows should the panelist have any questions or difficulties with the setup.

SUBJECT: SamKnows - ALERT - Whitebox not connected

Dear {FIRST_NAME}

We dispatched your Whitebox, which you have now received, but haven't connected as yet.

By accepting the Terms and Conditions, you agreed to install the Whitebox within 14 days and we'd like to help you make this happen. There is a welcome letter within the box which has a link to your personalized instructions. If you could confirm that you've received the Whitebox and let us know whether you need any help to install it. You can also use this link https://fcc.samknows.com/install/ to access your installation instructions.

We've done our best to make sure the installation instructions are as simple and straightforward as possible, and also have a list of FAQs to assist you (https://fcc.samknows.com/faq.html), but if you have any questions about set-up, please do not hesitate to email us at community@SamKnows.com.

You are part of the first wave of recruits to the FCC project and we're keen to get you up and running as quickly as possible. When you've connected the router, you will receive an email with access to your performance statistics after 3 hours, however please contact us at community@SamKnows.com if you do not receive this after that time.

We look forward to hearing from you.

Kind regards,

SamKnows

## 5 Email if unit is disconnected

The following email is sent to a panelist whose Whitebox has stopped reporting. It is intended to remind or encourage the panelist to reconnect the Whitebox.

SUBJECT: SamKnows - Whitebox not reporting - Action Required

Dear {FIRST_NAME}

Thank you for volunteering to participate in the SamKnows Broadband Performance Measurement Study, in association with the FCC.

Unfortunately your unit has not reported any data since {DATE HERE}, so I was wondering if the unit is still connected? If it is, there appears to be a problem with your unit sending data.

If you could therefore reboot the SamKnows Whitebox the problem should be resolved. In order to complete this, please switch on and off using the power button at the rear of the device.

Once complete, please send us an email (community@SamKnows.com) and we will confirm if your unit has begun reporting data again successfully, which you can also view in your personalised reporting dashboard. If you have any issues please contact us via the same email address. (Please note that any devices (computers, games consoles, etc) plugged into your network will temporarily lose their connection while the SamKnows device is rebooted, which takes 1-2 minutes).

We'd like to thank you again for your support.

Kind regards,

SamKnows

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